

**FOR IMMEDIATE RELEASE**

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**gkv HIRES FOUR INTERACTIVE EMPLOYEES**

**BALTIMORE, MD** – gkv, a full-service marketing firm, announced today it has welcomed four new employees:

▪ **Neby Ejigu, Interactive Project Manager**

Ejigu will serve as gkv's interactive project manager where he will schedule and assign resources to all interactive projects. Prior to joining gkv, the Ethiopia native and University of Maryland, Baltimore County graduate worked as a marketing manager for Phantomplate, Inc.

▪ **Missi Freimark, Interactive Assistant Account Executive**

Freimark joins gkv as an interactive assistant account executive. The University of North Carolina Wilmington graduate will work with management to complete and monitor client campaigns. Freimark also will track and analyze client information and update campaigns.

▪ **Lindsay Petrick, Interactive Designer**

As an interactive designer, Petrick will edit and create interactive designs for several of gkv's clients including the National Aquarium in Baltimore, Goldwell and Aerotek. Prior to joining gkv, the Maryland Institute College of Art graduate was an illustrator and designer for United Souvenir and Apparel.

▪ **Jennifer Rosenthal, Interactive Account Executive**

Rosenthal, a West Chester University graduate, joins gkv as an interactive account executive where she will manage day-to-day needs for clients including Werner Company, Goldwell, MedStar Health and Coventry. She also will create Web analytic reports and monitor deadlines and content management systems. Rosenthal has prior account management and Web experience from GYRO World Advertising.

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*gkv is a 26-year-old full-service marketing firm specializing in helping challenger brands compete in hyper-competitive categories. With billings of more than \$121 million annually, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, community relations, identity development, research, crisis communications and social marketing. gkv's diverse international client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md.*

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